

GLOBAL ENGAGEMENT IN MASSACHUSETTS

Massachusetts benefits from international investment and cross border collaborations, which enhance the Commonwealth's brand as a global leader in healthcare, innovation, and education. We look forward to continuing to make Massachusetts an international hotspot for businesses, visitors, and investors.

PARTNERS

- Mass. Office of International Trade and Investment (MOITI)
- Mass. Export Center
- Mass. Office of Business Development (MOBD)
- Mass. Office of Travel and Tourism (MOTT)
- Massport
- Mass. Department of Transportation
- MassDevelopment
- MassEcon

BY THE NUMBERS

\$18.5 Bil	spent by domestic/foreign travelers in 2013
46,486	International Students in 2013
40	International Flights
17	Partnership Agreements w/ Foreign Countries
10	International Trade Missions
7%	Export Growth in 2014

KEY INITIATIVES



TRADE MISSIONS: Governor Patrick has led trade missions to Israel, UAE, Panama, Mexico, Japan, Hong Kong, Singapore, Canada, Colombia, Brazil, Chile, Denmark, France, the UK, Ireland, and China to engage with both established and emerging economies to promote job creation and expanded economic opportunity in the Commonwealth.



FOREIGN DIRECT INVESTMENT: The Administration has worked to bring more than 30 foreign companies in the IT, life sciences, manufacturing, and entertainment sectors to do business in Massachusetts. Foreign owned companies currently employ over 6.8% of the workforce.



INTERNATIONAL NON-STOP FLIGHTS: Since 2007, the Administration, in partnership with MassPort, MOTT, and MOITI has helped add 7 new international flights to Madrid, Dublin, Tokyo, Panama City, Dubai, Istanbul, and Beijing.



TRAVEL REVENUE: In 2013, the Commonwealth hosted 25 million domestic and international travelers who spent a combined \$18.5 billion. That spending supported 129,400 jobs and generated \$1.2 billion in state and local taxes.



TOURISM PROMOTION: MOTT's website, massvacation.com, is one of the top 20 global travel sites and ranks #2 of the 50 U.S. State Tourism Offices in digital and social media engagement.



TRAVEL PROMOTION: MOTT's efforts align with Massport's international route development program per statute, and BrandUSA, the nation's international travel promotions program.

Innovation, global connectivity and a commitment to our heritage make Massachusetts a premier location for exporters, international visitors and foreign investors.

NEXT STEPS

- **ESTABLISH A TRADE MISSION FUND** with contributions from private partners to support annual trade missions to target markets in Europe, Latin America, the Middle East, and East Asia.
- **ESTABLISH REGIONAL OFFICES** in the core emerging markets of China, the Middle East, and Mexico.
- **SUPPORT UPCOMING REVERSE TRADE DELEGATIONS** including China (March 2015), India (May 2015), and the 25th anniversary celebration of sister state relations between Hokkaido and Massachusetts (October 2015) as well as strengthen existing MOUs and partnership agreements.